**Press Release**

**Hankook Tyre UK announces continued sponsorship of the Devon Truck Show and the Truck Show Cornwall in 2023**

* **Sponsorship heads into its third year**
* **Hankook exhibits some of its most popular truck tyres**
* **Hankook shall be category sponsor of ‘Best in Show Truck’ and ‘Best in Show Light Commercial’**

**Daventry, UK, 20th April 2023 *–*** Following on from a successful 2022, premiumtyre maker Hankook is announced as official partner at this year’s Devon Truck Show and the Truck Show Cornwall, two significant UK trucking events which will be held on 13th - 14th May at Honiton Showground and 29th - 30th July at Stithians Showground, Truro respectively. The shows focus on commercial transport solutions and showcase the very best of commercial vehicles in the UK. The events shall be an excellent opportunity for the tyre maker to exhibit some of its truck tyre portfolio and liaise with new and existing fleet operatives and owners.

At each event Hankook shall exhibit some of its most popular truck tyres. These will include the SmartFlex AH51 (steer) and SmartFlex DH51 (drive) truck tyres which can be used throughout the year thanks to 3PMSF certification. Compared to their predecessors, there has been a considerable increase in mileage performance and a significant reduction in rolling resistance. There will also be two tyres from Hankook’s retread ‘Alphatread’ range, the R-DH05 for the driving axle and R-TH22 for the trailer axle. This range offers fleet operators and owners with a cost effective and environmentally friendly option for their vehicles. Alongside the truck tyres, Hankook’s newest all-season van tyre, the Vantra ST AS 2, will be showcased, which offers van drivers with a durable, multi-performance tyre all year round.

As well as main event sponsor, Hankook shall be category sponsor of ‘Best in Show Truck’ and ‘Best in Show Light Commercial’. Open to any drivers showcasing their vehicle at the events, these awards recognise those owners and operatives who go above and beyond to meet road and industry standards, including vehicle and tyre maintenance and safety.

Shane Kallaway, Hankook Tyre UK Sales Manager for the South West and South Wales says, “It was a pleasure when Hankook was asked to be main event sponsor for the third year running. This is a great opportunity for Hankook to showcase our SmartFlex AH/DH 51 as well as our full commercial and van tyre portfolio to drivers and fleet owners. The shows are at large venues and at present over one thousand three hundred trucks are booked in. The shows support local charities and community in the Devon and Cornwall area, and to date we have raised more than £26,000.”

Mike Quartley, organiser of both events commented, "We are overwhelmed to have the support of Hankook Tyre UK for a 3rd year running now at both Devon Truck Show and the Truck Show Cornwall. Both shows are held to raise funds for local community projects, in 2022 we donated in excess of £8,000 to these vital projects and without such sponsorships we would not be able to raise as much money for these local causes. There is something for everyone at the events from the commercial vehicles to trade stands, monster truck shows, and live music.”

The Devon Truck Show will take place on 13th - 14th May at Honiton Showground and the Truck Show Cornwall will take place on 29th - 30th July 2023 at Stithians Showground, Truro.

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**About Hankook**

Hankook Tire manufactures globally innovative, award-winning radial tyres of proven superior quality for passenger cars, light trucks, SUVs, RVs, trucks, and buses as well as motorsports (circuit racing/street circuits/rallies).

Aspiring to bring consumers the utmost excellence in product quality, technological excellence and driving satisfaction, Hankook Tire continuously invests in research and development maintaining five R&D centres and eight production facilities around the world. Bespoke tyre solutions for the European markets as well as European Original Equipment according to the requirements of leading premium car manufacturers, are developed in the company’s regional Technical Centre in Hanover/Germany. Production for the European region is taking place in the state-of-the-art manufacturing site in Rácalmás/Hungary which was inaugurated in June 2007 and is continuously being expanded. Currently around 3,000 employees produce up to 19 million tyres a year for passenger cars, SUVs and light trucks.

Hankook Tire’s European headquarters are located in Neu-Isenburg near Frankfurt am Main in Germany. The manufacturer operates further branches in several European countries and sells its products through regional distributors in other local markets. Hankook Tire employs approximately 20,000 people worldwide and sells products in over 160 countries. The company has been selected as the technical partner and exclusiv tyre supplier of the Generation 3 for the FIA ABB Formula E World Championship, starting 2023. Internationally leading car manufacturers rely on tyres made by Hankook for their original equipment. Approximately 38 percent of the company's global sales are generated within the European and CIS-Region. Hankook Tire has been represented in the renowned Dow Jones Sustainability Index World (DJSI World) since 2016.

For more information, please visit [www.hankooktire-mediacenter.com](http://www.hankooktire-mediacenter.com) or [www.hankooktire.com](http://www.hankooktire.com)

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| **Contact:**  **Hankook Tyre UK Ltd** | Fawsley Drive, Heartlands Business Park | Daventry, Nothamptonshire | NN11 8UG | | | |
| **Zoë Baldwin**  Marketing Communication Manager  tel.: +44 (0)1327 304146  mob.: +44 (0) 7948 247048  [zbaldwin@hankooktyres.co.uk](mailto:zbaldwin@hankooktyres.co.uk) |  |  |  |